

## Open High School Of Utah

352 Denver Street Ste. 350  
Salt Lake City, UT 84111

PH: 801.721.6329 / FX: 888.670.0032

Email: [info@openhighschool.org](mailto:info@openhighschool.org)

[www.openhighschool.org](http://www.openhighschool.org)



### Open High School of Utah RFP

November 2011

To All Prospective Bidders:

The Open High School of Utah (OHSU) is seeking a Search Engine Optimization (SEO) Agency that will recruit 9-12 grade students by creating a compelling statewide SEO plan using a variety of resources to improve the online visibility of OHSU.

For the past two years, the Open High School of Utah - a statewide, full-service public online charter school - has been serving Utah students grades 9-10 but has added grades 11-12 for the 2011-2012 school year. Open High School opened in 2009 with 125 students, added 100 for a total of 225 last year, and increased to 325 this fall. In 2012-13 Open High has a cap of 1000 students and the following year the cap increases to 1500 students statewide.

The purpose of this request is to seek the services of a SEO Agency to create a sound internet marketing plan combining knowledge of online charter schools with student recruitment strategies to promote Open High School, increase student enrollment and raise general awareness of the school across the online community.

Attached is a Request for Proposal (RFP) for those capable of meeting minimum requirements and carrying out the scope-of-work. All proposals will be carefully reviewed and evaluated based on the criteria noted in the attached document. Notice of Intent to Bid (a non-binding document), any written questions you may have to clarify this RFP, and a signed Non-Disclosure Agreement (NDA), are due to Open High School no later than 5:00 PM on Friday, November 11th, 2011.

Sincerely,

DeLaina Tonks

Director

Open High School of Utah

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### **A. INTRODUCTION**

Open High School of Utah (OHSU) is an award-winning statewide charter school that boasts above average test scores, the first online Charter Educator of the year, Best of State award for curriculum development, and a award-winning science teacher recently named one of the five best online teachers in America, among other accolades.

The Open High School of Utah is putting the focus where it should be – on the student. Our mission is to facilitate lifelong success by meeting the needs of the 21st century learner through individualized, student-centered instruction, innovative technology, service learning, and personal responsibility.

The Open High School of Utah is a public charter school designed to meet the needs of the 21st century student. As an online school, we combine state of the art curriculum with strategic one-on-one instruction. Our methods can be described as “one-on-one tutoring for every student in every subject”.

Instruction is individualized allowing students to work at their pace. Our delivery of education is structured to provide maximum flexibility that is student-centered; responsive to the needs of each learner, eliminating the negative aspects of a one size fits all system. Our technology sets us apart. It is data-driven, providing real time information that instantaneously tracks the student and their performance. Unique to OHSU is our commitment to share the curriculum we have developed as an open educational resource.

All of these elements combined make Open High School of Utah the future of education. We are the face of innovation.

### **B. CURRENT AGENCY STRUCTURE**

The Open High School of Utah has handled all marketing internally up to this point. Due to the goals for expansion, the Board of Directors has determined that a third party firm may best serve the online search engine needs of the school at this time.

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### C. PURPOSE

Open High School intends to enhance its online marketing approach with the following objectives: increase student enrollment to the full cap amount and maintain a healthy enrollment waiting list, increase traffic to the website through search engine optimization, and create a comprehensive online marketing plan that taps into the most effective resources.

The school is evaluating the opportunity to grow more quickly and effectively by engaging the services of a qualified and experienced SEO Firm.

### D. MINIMUM REQUIREMENTS

Proposals must address each item listed, giving specific details of techniques to be used in meeting these requirements. Proposals may be rejected if minimum requirements are not met. All proposals wishing clarification of this RFP must submit questions via email to: DeLaina Tonks at [dtonks@openhighschool.org](mailto:dtonks@openhighschool.org) by 5:00 PM on Monday, November 14<sup>th</sup> 2011. Responses to questions will be provided by 5:00 PM on Tuesday, November 15<sup>th</sup>, 2011. Final proposals are due Monday, November 21<sup>st</sup>, 2011 by 5:00 PM MDT.

### E. PROJECT BUDGET

Open High School of Utah has not yet established a set budget for this project. The Director, in conjunction with the Board of Directors, will authorize an appropriate budget following review of the proposals.

### F. TENTATIVE SCHEDULE

This tentative schedule may be altered at any time at the discretion of Basic Research.

PROJECT ACTIVITY	DATE
Proposal Released	November 3, 2011

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Notice of Intent to Bid	November 11, 2011
Written Questions	November 14, 2011
Q & A Response	November 15, 2011
Proposals Due	November 21, 2011
Evaluations	November 22, 2011
Finalists Chosen	November 23, 2011
Presentations by Finalist	November 28-29, 2011
Selection	November 30, 2011
Project Timeline	Ongoing online recruitment for 2012-2013 school year beginning January 2012.

### G. DELIVERY OF PROPOSAL

Proposals are due no later than November 21st, 2011 by 5:00 PM MDT. Proposals may be submitted to the following address via email. Interactive content may be burned to CD or set up on a password protected web-based platform.

Open High School of Utah  
Attn: DeLaina Tonks  
352 S. Denver St., Ste. 350  
Salt Lake City, UT 84111  
[dtonks@openhighschool.org](mailto:dtonks@openhighschool.org)

### H. NO OBLIGATION

All proposals become the property of Open High School when submitted. Costs for developing proposals are entirely the responsibility of the bidding Agency. Open High School

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shall be under no obligation to any bidders and reserves the right to contract with any agency at its own discretion.

### **I. CONFIDENTIALITY AND NON-DISCLOSURE**

All information related to this request for proposal is confidential and all bidders will be required to sign a Non-Disclosure Agreement.

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### **CONTENT OF PROPOSAL:**

#### **Description of Agency**

- A. Provide description of the nature of the SEO Agency's services and activities. Note the company's history within the education arena, specifically charter schools and student recruitment, if any.
- B. List all schools, districts or education-related clients for whom you have performed work during the past 12 months, and certify that there is no conflict of interest between any existing contract or client relationship and the ability of the proposer to fully and vigorously represent the advertising needs of the Open High School of Utah. Client relationships that could potentially be a conflict of interest must be listed together with a discussion of how the proposer will resolve the potential conflict of interest.
- C. Disclose whether the agency or its clients have received any warning, sanction, criticism, fine, or similar reprimand from any regulatory agency (i.e. FTC, FDA, etc.) for the work performed by the agency. Also disclose whether its owners, officers, employees, or agents have ever been subject to the same type of scrutiny. If not, provide a clear statement to that effect.

#### **Personnel / Management**

- A. Identify those individuals on the proposer's team who will manage the contract work.
- B. Document overall experience in education related accounts including web development, internet marketing, driving web traffic, viral campaigns, and grassroots online marketing campaigns with current resumes/biographies.
- C. Provide education, experience and expertise with pertinent information demonstrating qualifications for this RFP.

#### **Evaluation, Recommendations and Strategies**

- A. Evaluate Open High's current web assets. Discuss your findings.

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- B. Discuss comprehensively ongoing website test design, navigation, upstream/downstream click analysis, SEO / SEM, consumer satisfaction, consumer dialogue, data capture, analytics, etc.
- C. Discuss organic and paid search strategies including measurement and ongoing optimization.
- D. Propose a strategy for targeted online placements, content sponsorships, merchandising partnerships, value-add, and other online media opportunities.
- E. Provide a comprehensive overview showing how you measure ROI on all online activities.
- F. List out which services you do in-house and which ones you out-source to other agencies. If you work with other agencies for some of your services, please include those people in your personnel and management overview, as well as their experience in the relevant categories.
- G. Provide a current list of clients and their associated categories.
- H. Case Studies / Examples: In addition to showing us how you would execute on each of the above criteria for Basic Research, we are also interested in hearing what you have done in the past. Include examples of past campaigns that you have run for any education-related clients, as well as any other clients that may have a partnership opportunity for Open High School as it relates to the skill set above. Examples should showcase new interactive technology to meet clients' objectives. This can be done in the form of case studies, or you can show specific examples for each of the skills. Each example should be supported with how success was measured.

### Financial Statement

- A. Agency must provide evidence of financial stability.

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## Attachment A

### NOTICE OF INTENT TO BID

Due: November 11, 2011

5:00 PM Mountain Daylight Time

Fax or Email to:

DeLaina Tonks, Director

Open High School of Utah

352 S. Denver Street, Ste 350

Salt Lake City, UT 84111

Fax: 888.670.0032

[dtonks@openhighschool.org](mailto:dtonks@openhighschool.org)

Name of Agency:

Contact Person:

Mailing Address:

Agency URL:

Telephone:

Fax Number:

Email Address:

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_



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### Attachment B

#### Non-Disclosure Agreement

This Nondisclosure Agreement (the “Agreement”) is between Open High School of Utah, Inc., a Utah non-profit corporation (“School”), and the individual whose signature appears at the end of this Agreement (“Recipient”). In order to protect certain Confidential Information that School desires to disclose hereunder, Recipient agrees to the following terms and conditions.

1. Confidential Information. **“Confidential Information”** means all confidential or proprietary information of School, whether in written, electronic or oral form, including information concerning students, employees, technology, inventions, processes, products, trade secrets, ideas, business and marketing plans, ideas and information, pricing information, customer names and data, and supplier information disclosed by School; and any other information disclosed by School that is marked as confidential or that reasonably should be understood to be confidential or proprietary, whether or not so marked.

2. Exceptions. Confidential Information does not include information which Recipient can prove (a) becomes generally available to the public in any manner or form through no fault of Recipient or its employees, agents or representatives, but only from such date as it becomes so available, (b) was rightfully in the possession of Recipient without obligation of confidentiality prior to receipt thereof from School, (c) is independently developed by Recipient without benefit of any Confidential Information, (d) is rightfully received by Recipient from another source on a non-confidential basis, or (e) is released for disclosure with School’s prior written consent.

3. Security. Recipient agrees that it will not disclose to any person or use for any purpose, except as expressly permitted by this Agreement or other written agreement between Recipient and School, any Confidential Information of School. Recipient agrees to carefully and continuously control use and disclosure of the Confidential Information and to treat it with at least the same level of protection as it affords its own confidential information of similar nature, but not less than a reasonable level of protection. If written or tangible Confidential Information is provided to Recipient, Recipient shall maintain it in a safe and secure place and shall not copy it except as expressly authorized

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by School. Recipient shall promptly notify School if it becomes aware of any unauthorized disclosure or use of School's Confidential Information, and shall take all reasonable steps requested by School to remedy the same.

4. Purpose. Recipient may use the Confidential Information solely in connection with services provided to the School.

### **Recipient:**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_